

Rep Order# 6866098
Ver# 1
Status New
EC'd Yes

Traffic Order#

Printed: 10/23/2012 2:38 PM
Last Received: 10/23/2012 1:08 PM
Showing Buylines: All Lines

1 of 6

Station WAVY-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 356
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //356
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-TU	6A-7A	WAVY NEWS Buyline Comment: WAVY NEWS	:30	\$1,500.00	10/29-10/30	2	1	2	\$3,000.00	
	2	W-F	6A-7A	WAVY NEWS Buyline Comment: WAVY NEWS	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
	3	M-TU	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$1,500.00	10/29-10/30	3	1	3	\$4,500.00	
	4	W-F	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$700.00	10/24-10/26	6	1	6	\$4,200.00	
	5	M-TU	9A-10A	TODAY SHOW 2 Buyline Comment: TODAY SHOW 2	:30	\$500.00	10/29-10/30	4	1	4	\$2,000.00	
	6	W-F	9A-10A	TODAY SHOW 2 Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
	7	M-TU	10A-11A	TODAY SHOW 3 Buyline Comment: TODAY SHOW 3	:30	\$400.00	10/29-10/30	2	1	2	\$800.00	
	8	W-F	10A-11A	TODAY SHOW 3 Buyline Comment: TODAY SHOW 3	:30	\$250.00	10/24-10/26	3	1	3	\$750.00	
	9	M-TU	12P-1P	NOON NEWS Buyline Comment: NOON NEWS	:30	\$300.00	10/29-10/30	2	1	2	\$600.00	
	10	W-F	12P-1P	NOON NEWS Buyline Comment: NOON NEWS	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	

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	11	M-TU	1P-2P	Days of Our Lives	:30	\$500.00	10/29-10/30	2	1	2	\$1,000.00	
				Buyline Comment: DAYS OF OUR LIVES								
	12	W-F	1P-2P	Days of Our Lives	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
				Buyline Comment: DAYS OF OUR LIVES								
	15	M-TU	4P-5P	Anderson Cooper	:30	\$300.00	10/29-10/30	2	1	2	\$600.00	
				Buyline Comment: ANDERSON COOPER								
	16	W-F	4P-5P	Anderson Cooper	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
				Buyline Comment: ANDERSON COOPER								
	17	M-TU	5P-530P	5P NEWS	:30	\$1,500.00	10/29-10/30	2	1	2	\$3,000.00	
				Buyline Comment: 5P NEWS								
	18	W-F	5P-530P	5P NEWS	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
				Buyline Comment: 5P NEWS								
	19	M-TU	530P-6P	530P NEWS	:30	\$1,500.00	10/29-10/30	2	1	2	\$3,000.00	
				Buyline Comment: 530P NEWS								
	20	W-F	530P-6P	530P NEWS	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
				Buyline Comment: 530P NEWS								
	21	M-TU	6P-630P	6P NEWS	:30	\$1,800.00	10/29-10/30	2	1	2	\$3,600.00	
				Buyline Comment: 6P NEWS								
	22	W-F	6P-630P	6P NEWS	:30	\$800.00	10/24-10/26	3	1	3	\$2,400.00	
				Buyline Comment: 6P NEWS								
	23	M-TU	630P-7P	NBC Nightly News	:30	\$2,500.00	10/29-10/30	2	1	2	\$5,000.00	
				Buyline Comment: NBC NITELY NEWS								

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	24	W-F	630P-7P	NBC NITELY NEWS	:30	\$2,500.00	10/24-10/26	3	1	3	\$7,500.00	
	25	M-TU	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/29-10/30	2	1	2	\$1,200.00	
	26	W-F	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/24-10/26	3	1	3	\$1,800.00	
	27	M-TU	730P-8P	INSIDER	:30	\$600.00	10/29-10/30	2	1	2	\$1,200.00	
	28	W-F	730P-8P	INSIDER	:30	\$600.00	10/24-10/26	3	1	3	\$1,800.00	
	29	M-TU	11P-1130P	LATE NEWS	:30	\$1,800.00	10/29-10/30	2	1	2	\$3,600.00	
	30	W-F	11P-1130P	LATE NEWS	:30	\$800.00	10/24-10/26	3	1	3	\$2,400.00	
	31	M-TU	1130P-1230A	TONIGHT SHOW	:30	\$500.00	10/29-10/30	3	1	3	\$1,500.00	
	32	W-F	1130P-1230A	TONIGHT SHOW	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	
	33	M-TU	5A-6A	NEWS	:30	\$500.00	10/29-10/30	2	1	2	\$1,000.00	
	34	W-F	5A-6A	NEWS	:30	\$300.00	10/24-10/26	3	1	3	\$900.00	

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	35	TU	10P-11P	----- Buyline Comment: PARENTHOOD	:30	\$1,100.00	10/30-10/30	1	1	1	\$1,100.00	-----
	36	TH	9P-930P	----- Buyline Comment: THE OFFICE	:30	\$1,100.00	10/25-10/25	1	1	1	\$1,100.00	
	37	F	10P-11P	----- Buyline Comment: DATELINE	:30	\$900.00	10/26-10/26	1	1	1	\$900.00	
	38	SA	6A-7A	----- Buyline Comment: WAVY 10 AT 6A	:30	\$200.00	10/27-10/27	1	1	1	\$200.00	
	39	SA	7A-8A	----- Buyline Comment: WAVY 10 SAT MRN	:30	\$400.00	10/27-10/27	2	1	2	\$800.00	
	40	SA	8A-10A	----- Buyline Comment: SATURDAY TODAY	:30	\$500.00	10/27-10/27	2	1	2	\$1,000.00	
	41	SA	6P-630P	----- Buyline Comment: NEWS	:30	\$500.00	10/27-10/27	2	1	2	\$1,000.00	
	42	SA	11P-1130P	----- Buyline Comment: SAT LATE NEWS	:30	\$800.00	10/27-10/27	2	1	2	\$1,600.00	
	43	SA	1130P-1A	----- Buyline Comment: SNL	:30	\$600.00	10/27-10/27	2	1	2	\$1,200.00	
	44	SU	6A-7A	----- Buyline Comment: NEWS	:30	\$400.00	10/28-10/28	2	1	2	\$800.00	
	45	SU	7A-8A	----- Buyline Comment: NEWS	:30	\$800.00	10/28-10/28	2	1	2	\$1,600.00	

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Product MITT ROMNEY BEVERLY, MA 02494 Salesperson () ANJIE BRADY
Estimate# 356 Agency C/P1/P2/E //356 Salesperson Phone# 215-567-6005
Buyer STEPHANIE KINCAID Flight Dates 10/24/2012 - 10/30/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	46	SU	8A-9A	Buyline Comment: SUNDAY TODAY								
					:30	\$1,200.00	10/28-10/28	2	1	2	\$2,400.00	
	47	SU	9A-10A	Buyline Comment: MEET THE PRESS								
					:30	\$1,200.00	10/28-10/28	2	1	2	\$2,400.00	
	48	SU	6P-7P	Buyline Comment: WAVY NEWS								
					:30	\$500.00	10/28-10/28	2	1	2	\$1,000.00	
	49	SU	7P-815P	Buyline Comment: FOOTBALL NIGHT IN AMERICA								
					:30	\$1,200.00	10/28-10/28	2	1	2	\$2,400.00	
	50	SU	815P-1130P	Buyline Comment: SUNDAY NIGHT FOOTBALL								
					:30	\$6,000.00	10/28-10/28	3	1	3	\$18,000.00	
	51	SU	1130P-12A	Buyline Comment: NEWS								
					:30	\$1,800.00	10/28-10/28	2	1	2	\$3,600.00	

---REPORT TOTALS---
Report Totals: 118 / \$109,250.00

---SALES MONTHLY TOTALS---
Oct 12: 81 / \$72,550.00 Nov 12: 37 / \$36,700.00
Sales Totals: 118 / \$109,250.00
Station Totals: 118 / \$109,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$420,192 CATV 0% WAVY 26% WGNT 0% WPXV 0% WTKR 31%
WTVZ 0% WVBT 14% WVEC 29%

---COMPETITIVE COMMENTS---

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COMPETITIVE IS ESTIMATED

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE